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<p>(21) International Application Number: PCT/US99/04166</p> <p>(22) International Filing Date: 26 February 1999 (26.02.99)</p> <p>(30) Priority Data: 60/076,179 27 February 1998 (27.02.98) US 60/076,404 27 February 1998 (27.02.98) US Not furnished 26 February 1999 (26.02.99) US</p> <p>(71) Applicant: ENGAGE TECHNOLOGIES [US/US]; 100 Brickstone Square, Andover, MA 01810 (US).</p> <p>(72) Inventor: JAYE, Daniel; 100 Brickstone Square, Andover, MA 01810 (US).</p> <p>(74) Agents: KELLY, Edward, J. et al.; Foley, Hoag &amp; Eliot, LLP, One Post Office Square, Boston, MA 02109 (US).</p>		<p>(81) Designated States: AU, CA, JP, KR, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).</p> <p><b>Published</b> <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p>	
<p>(54) Title: SYSTEM AND METHOD FOR BUILDING USER PROFILES</p> <pre> graph TD     Client[Client] -- "www.server1.com" --&gt; Server1[Server 1 Local client ID1 Local client profile]     Client -- "www.server2.com" --&gt; Server2[Server 2 Local client ID2 Local client profile]     Client -- "www.enterprise_server.com" --&gt; EnterpriseServer[Enterprise Server Global client ID: Global client profile]     EnterpriseServer -- "Page access data" --&gt; Client     Advertiser[Advertiser] -- "28" --&gt; Client     </pre>			
<p>(57) Abstract</p> <p>A computer apparatus and a method are described for establishing a global interest profile of a user. At least one local server and an enterprise server communicate with the user via a communication channel. The local server assigns a local ID to the user. The enterprise server assigns to the user a global ID and links the local ID and local user information with the global ID to form a global interest profile of the user. The identity of the users is not shared between servers, thereby maintaining the privacy of the user. Also described is a method for forming and updating user profiles that operates incrementally and in real time.</p>			